



Strengthening America's Resilience Through Preparedness Actions

July 16, 2015



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Campaign Overview

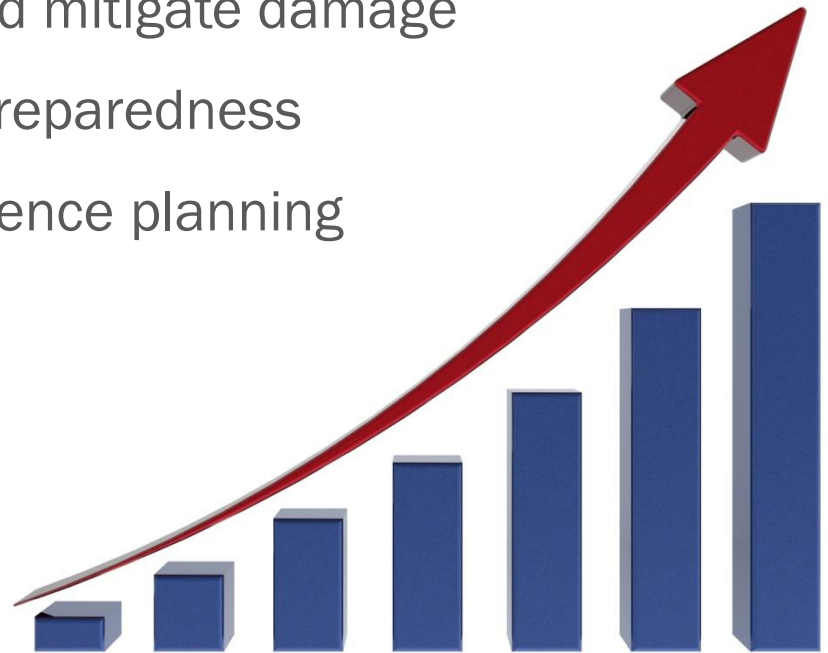
- ★ Award-winning grassroots **campaign for action**
- ★ Emphasis on increasing emergency preparedness through hazard-specific **group discussions, drills, and exercises**
- ★ **National PrepareAthon! Days: April 30 and September 30**
- ★ **Free resources and tools** for range of hazards relevant to communities across the country
 - Earthquake, flood, hurricane, tornado, wildfire, and winter storm

ready.gov/prepare

Campaign Goal

Build a more resilient Nation by increasing the number of individuals who:

- ★ Understand which disasters could happen in their community
- ★ Know what to do to be safe and mitigate damage
- ★ Take action to increase their preparedness
- ★ Participate in community resilience planning



National Preparedness Month

- ★ Ready Campaign established 4 building blocks of emergency preparedness: Be Informed, Make a Plan, Build a Kit, Get Involved
- ★ America's PrepareAthon! builds on that awareness messaging and encourages Americans to focus on simple, specific actions that will increase preparedness
- ★ Ready promotes preparedness and awareness throughout National Preparedness Month
- ★ National Preparedness Month culminates on September 30 with National PrepareAthon! Day



National Preparedness Month Themes

★ Theme:

Don't Wait. Communicate. Make Your Emergency Plan Today.

★ Weekly Hazard-Specific Themes:

- Week 1 (9/1–5): Flood
- Week 2 (9/6–12): Wildfire
- Week 3 (9/13–19): Hurricane
- Week 4 (9/20–26): Power Outage
- Week 5 (9/27–30): Participate in the lead up to National PrepareAthon! Day



Ways to Participate



**Access Alerts
and Warnings**



**Test
Communication
Plans**



**Assemble
or Update
Supplies**



**Drill or Practice
Emergency
Response**



**Plan with
Neighbors**

**10 WAYS TO
PARTICIPATE
IN AMERICA'S
*PrepareAthon!***



**Participate in
a Class, Training,
or Discussion**



**Conduct an
Exercise**



**Make Property
Safer**



**Document and
Insure Property**



**Safeguard
Documents**

Why Participate?

- ★ Empower individuals, families, organizations, and communities with knowledge and skills to build a collective understanding of their roles and responsibilities in the face of a disaster
- ★ Strengthen relationships with local community emergency managers, organizations, and stakeholders
- ★ Serve as an example to the public and Federal, state, and local agencies/organizations
- ★ Be counted in a unified national movement toward greater national preparedness



America's PrepareAthon! Website

ready.gov/prepare

- ★ Online registration
- ★ Events calendar
- ★ Preparedness resources
- ★ Customizable branding
- ★ Promotional resources
- ★ National research
- ★ Online discussion boards

The screenshot shows the America's PrepareAthon! website. At the top, the logo "AMERICA'S PrepareAthon!" is displayed with the tagline "BE SMART. TAKE PART. PREPARE." Below the logo, a large digital counter shows "07,597,051" for the "SPRING 2015 PREPAREATHON! ACTION S (NOV-MAY)" as of 3:00 P.M. E.T. on May 29, 2015. The navigation bar includes links for "Go to Group Homepage", "First Name Last Name", "My Profile", a search bar, "Logout", and "Help". A sidebar on the left lists various links: "What's New", "Search", "My Notifications", "Leave Group", "Join America's PrepareAthon!", "About America's PrepareAthon!", "Know your Hazards and Choose your Activities", "Spread The Word", "Register Your Activities", "View America's PrepareAthon! Activities", "Provide Feedback", "Manage your Member Profile", "America's PrepareAthon! Participants", and "Message from the President on National Wildfire Community Preparedness Day on May 2". The main content area features a video player with the title "America's PrepareAthon!" and a quote: "IT STARTED LIKE ANY OTHER DAY." followed by "SURVIVORS TELL STORIES OF NATURAL DISASTERS THAT CHANGED THEIR LIVES." and a "WATCH NOW" button. Below the video, three circular icons represent the core actions: "TAKE ACTION" (a toolbox icon), "BE COUNTED" (a map of the United States icon), and "SPREAD THE WORD" (a megaphone icon). Each icon is accompanied by a brief description of the action.

AMERICA'S
PrepareAthon!
BE SMART. TAKE PART. PREPARE.

SPRING 2015 PREPAREATHON! ACTION S (NOV-MAY)
07,597,051
AS OF 3:00 P.M. E.T. MAY 29, 2015

Go to Group Homepage

First Name Last Name My Profile America's PrepareAthon! Logout Help

America's PrepareAthon!

"IT STARTED LIKE ANY OTHER DAY."
SURVIVORS TELL STORIES OF NATURAL DISASTERS THAT CHANGED THEIR LIVES.
WATCH NOW

America's PrepareAthon! is a grassroots campaign for action to increase community preparedness and resilience. Join others around the country to practice your preparedness!

TAKE ACTION
Know your hazards and choose your activities

BE COUNTED
Create your account and register your activities

SPREAD THE WORD
Download materials to promote your day of action

Join America's PrepareAthon!
About America's PrepareAthon!
Know your Hazards and Choose your Activities
Spread The Word
Register Your Activities
View America's PrepareAthon! Activities
Provide Feedback
Manage your Member Profile
America's PrepareAthon! Participants
Message from the President on National Wildfire Community Preparedness Day on May 2

Videos and Animations: Start the Conversation



Know Your Risks and How to Prepare



- ★ What
- ★ When
- ★ Where
- ★ Potential impact
- ★ Preparedness and Protective Actions:
Now, During, After

KNOW THE RISK

Frequency of Wildfires
Greater or Equal to
300 Acres

101–1,308

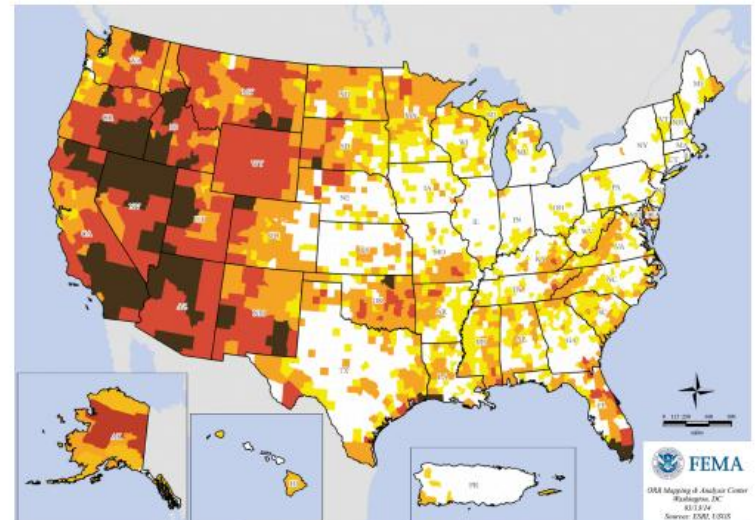
21–100

1–20

Counties where
largest wildfires
were less than
300 acres

Counties with
no recorded
wildfires

Wildfire Activity by County: 1994–2013



Be Smart



Receiving timely information about weather conditions or other emergency events can make all the difference in knowing when to take action to be safe. Local police and fire departments, emergency managers, the National Weather Service (NWS), the Federal Emergency Management Agency (FEMA), the Federal Communications Commission (FCC), the National Oceanic and Atmospheric Administration (NOAA), and private industry are working together to make sure you can receive alerts and warnings quickly through several different technologies no matter where you are—at home, at school, at work, or in the community.

For those with access and functional needs, many messages are TTY/TDD compatible and many devices have accessible accommodations. Review this fact sheet to make sure you will receive critical information as soon as possible so you can take action to be safe. Be sure to share this information with your family, friends, and colleagues. And remember to keep extra batteries for your mobile phone or radio in a safe place or consider purchasing other back-up power supplies such as a car, solar-powered, or hand crank charger.

IPAWS INTEGRATED PUBLIC ALERT AND WARNING SYSTEM

Organized by FEMA, the Integrated Public Alert and Warning System (IPAWS) is the Nation's alert and warning infrastructure. It provides an effective way to alert and warn the public about emergencies using the Emergency Alert System (EAS), Wireless Emergency Alerts (WEA), NOAA Weather Radio All Hazards, and other public alerting systems from a single interface. IPAWS is used to send notifications for three alert categories—Presidential, AMBER, and Imminent Threat.

Using IPAWS, officials can send messages simultaneously through multiple pathways, including:

- EAS: used by alerting authorities to send detailed warnings to broadcast, cable, satellite, and wireline communication pathways;
- WEA: Free, 90-character emergency text messages sent by local alerting authorities to equipped mobile devices within range of cell towers broadcasting in the affected area. You do not have to sign up for WEA alerts. To find out if your mobile device is capable of receiving WEA alerts, contact your cellular service provider or visit www.ctia.org/WEA; and
- IPAWS compliant digital road signs, sirens, and other systems.

For more information on IPAWS, EAS, and WEA, visit www.ready.gov/alerts.



When disaster strikes, your immediate concern will be your safety and the safety of those you care about. Once the immediate danger passes, however, having your financial and medical records and important contact information will be crucial to help you start the recovery process quickly. Taking time now to safeguard these critical documents will give you peace of mind, ensure you have access to essential medical and prescription information, and help you avoid additional stress during the difficult days following a disaster.

In addition, take the time now to think about the priceless personal items you would want to protect from damage or take with you if you had to suddenly evacuate your home.

The first step is to take an inventory of your household documents, contacts, and valuables. The checklist below will get you started. Then download the Emergency Financial First Aid Kit (EFFAK) at www.ready.gov/financialpreparedness for more complete checklists and guidance on collecting and safeguarding this important information.

Put a checkmark next to any item that you may need to collect and safeguard. Be sure to include emergency contact phone numbers or other contact information with your documentation for questions that may arise following a disaster.

HOUSEHOLD IDENTIFICATION

Think about the documents you would need to identify yourself and your household members, including children and pets, your relationships, or status. These may include:

- ☐ Vital records (birth, marriage, divorce certificate, adoption, child custody papers)
- ☐ Passport, driver's license, Social Security card, green card, military service identification, other
- ☐ Pet ownership papers, identification tags

Prepare Your Organization Playbooks



- ★ Easy to navigate preparedness discussion agenda and guide with media resources
- ★ Organizational tabletop exercise scenario
- ★ Additional activities and resources

AGENDA

SHOW: *It Started Like Any Other Day* (survivor stories video).



DISCUSSION GUIDE

It Started Like Any Other Day is a four-minute video that communicates the importance of disaster preparedness. It shows survivors from three American communities talking about three different types of disasters: hurricane, tornado, and wildfire.

Hold a short group discussion, asking participants to share any experiences they have had with a flood, including surprises and lessons learned.

Spread the Word: Web and Email Banners

Web Banners and Badges:



Email Signature Banner:



Customizable Logos and Materials

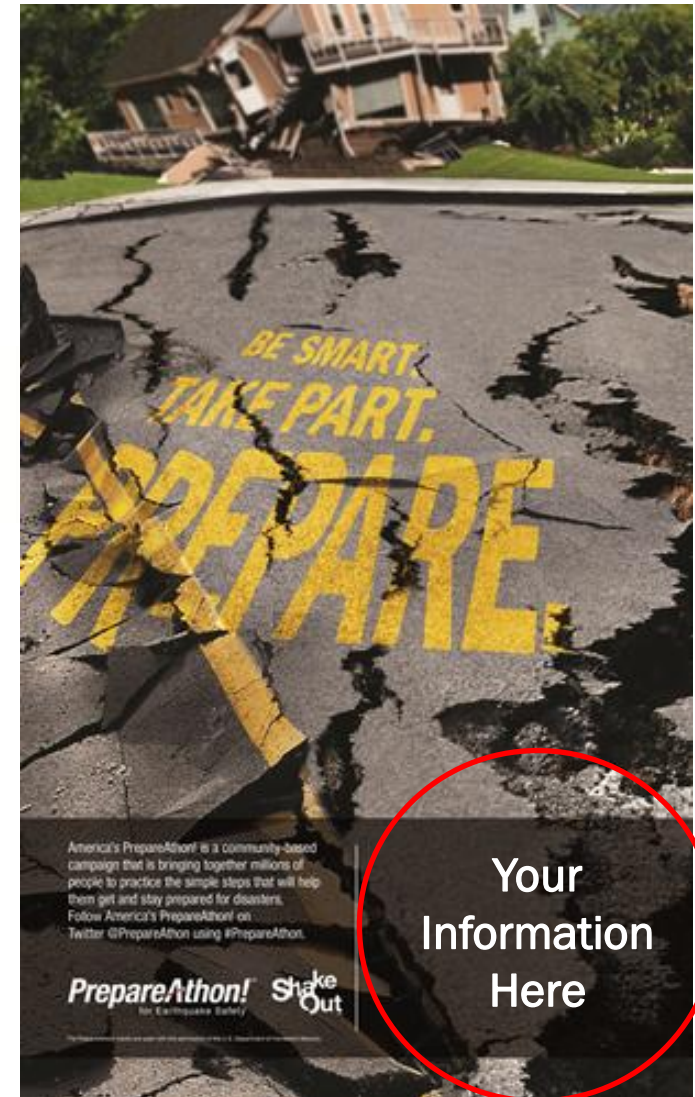
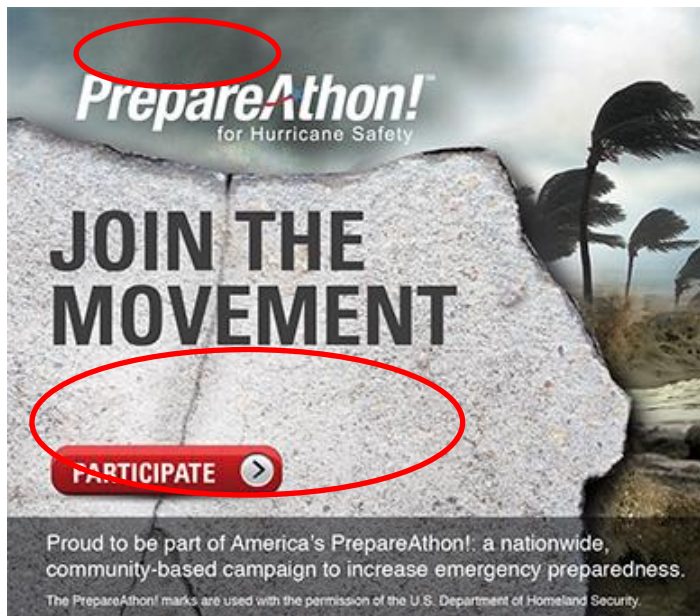
YOUR ORGANIZATION'S

PrepareAthon!SM
BE SMART. TAKE PART. PREPARE.

YOUR ORGANIZATION'S

PrepareAthon!SM
for Hurricane Safety

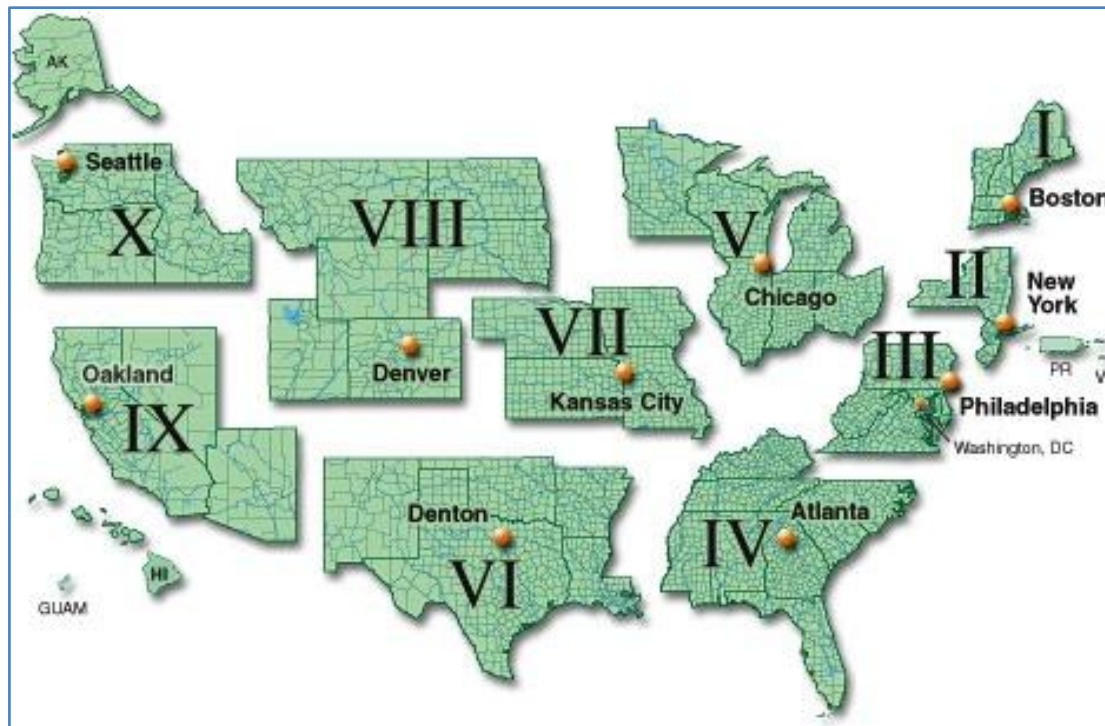
BE SMART.
TAKE PART.
PREPARE.



Engage with FEMA Regions

Work with FEMA regional offices to:

1. Connect with local communities and stakeholders
2. Identify your actions that align with America's PrepareAthon!
3. Promote your alignment



FEMA Regional Contacts

Region 1: CT, MA, ME, NH, RI, VT

Melissa Surette, Federal Melissa.Surette@fema.dhs.gov

Jessica Horne, Contract Jessica.Horne@icfi.com

Region 2: NJ, NY, PR, USVI

Claire Thomas, Federal Claire.Thomas@fema.dhs.gov

Eric Goldman, Contract Eric.Goldman@fema.dhs.gov

Region 3: DC, DE, MD, PA, VA, WV

Steve Edwards, Federal Steve.Edwards@fema.dhs.gov

Ed Vassallo, Contract Evassallo@teracore.com

Region 4: AL, FL, GA, KY, MS, NC, SC, TN

Candace Burrell, Federal Candace.Burrell@fema.dhs.gov

Greg Padgett, Contract Greg.Padgett@icfi.com

Region 5: IL, IN, MI, MN, OH, WI

Gabriel Garriga, Federal Gabriel.Garriga@fema.dhs.gov

Dave Duecker, Contract Dduecker@teracore.com

Region 6: AR, LA, NM, OK, TX

Bill Bischof, Federal Bill.Bischof@fema.dhs.gov

Region 7: IA, KS, MO, NE

Tom Morgan, Federal Thomas.Morgan5@fema.dhs.gov

Mark Kitchens, Contract Mark.Kitchens@associates.fema.dhs.gov

Region 8: CO, MT, ND, SD, UT, WY

Dan Nyquist, Federal Daniel.Nyquist@fema.dhs.gov

Cari Roberts, Contract Cari.Roberts@icfi.com

Region 9: AZ, CA, HI, NV, GU, AS, CNMI, RMI, FM

Bill Kuhn, Federal William.Kuhn@fema.dhs.gov

Heidi Stenner, Contract Heidi.Stenner@associates.fema.dhs.gov

Region 10: AK, ID, OR, WA

Bryant Harrison, Federal Bryant.Harrison@fema.dhs.gov

Register Your Activities



BE COUNTED

Create your account and
register your activities

**AMERICA'S
PrepareAthon!**
BE SMART. TAKE PART. PREPARE.

PREPAREATHON! ACTIONS FOR SPRING 2015 (NOV-MAY)
0 2, 4 9 4, 8 1 6
AS OF 3:00 P.M. E.T. FEBRUARY 4, 2015

[Go to Group Homepage](#)

- ▶ What's New
- ▶ Search
- ▶ My Notifications
- ▶ Leave Group

- ▶ Join America's PrepareAthon!
- ▶ About America's PrepareAthon!
- ▶ Know your Hazards and Choose your Activities
- ▶ Spread The Word
- ▶ **Register Your Activities**
- ▶ View America's PrepareAthon! Activities
- ▶ Provide Feedback
- ▶ Manage your Member Profile

- ▶ community.fema.gov

[First Name Last Name](#) [My Profile](#) [Logout](#) [Help](#)

Register Your Activities

Thank you for your commitment to prepare yourself and others. Please register all your preparedness activities throughout the year. Your participation showcases how people all across the country are taking action and sharing the responsibility to prepare.

If you are focused on earthquake preparedness, please go to <http://www.shakeout.org/> to register your action. Registrations on the Great ShakeOut website are counted in the America's PrepareAthon! participation totals.

If you do not complete all the activity registration questions in one sitting, your form will be saved allowing you to come back another time to complete it.

This questionnaire is open and no close date has been specified.

You haven't answered this questionnaire.

[Answer the Questionnaire.](#)

Next Steps: Register and Participate



TAKE ACTION

Know your hazards and choose
your activities

★ **Take Action:** Know your hazards and choose your activities.



BE COUNTED

Create your account and
register your activities

★ **Be Counted:** Create your account and register your action on ready.gov/prepare



SPREAD THE WORD

Download materials to promote
your day of action

★ **Spread the Word:** Download materials to promote your day of action.

@PrepareAthon

#PrepareAthon

AMERICA'S
PrepareAthon!

READY.GOV/PREPARE



DoD-FEMA National Preparedness Campaign Webinar



Courtney Stewart

**Senior Advisor for Preparedness Policy
OSD(Policy)/ODASD for Homeland Defense Integration
and Defense Support of Civil Authorities**



DoD Results America's PrepareAthon! (AP!) April 2015

“To help ensure that our Service members, civilians, and installations are prepared for the types of disasters they may encounter, all DoD Components are requested to participate in the April 2015 America’s PrepareAthon! campaign.”

- ❑ Results from DoD After Action Questionnaire and FEMA AP! registrations
- ❑ 200 Components, installations, and facilities participated in AP!
- ❑ 47 States and Territories, and 10 Countries
- ❑ 83% of all Components and installations promoted hazard awareness
- ❑ ~1.3 Million people reached by DoD leadership promotion of AP! and preparedness activities
- ❑ ~1.3 Million people reached through direct preparedness outreach activities
- ❑ ~988,000 people reached through social media and communications channels
 - 1.8 Million internal and external website views
- ❑ ~443,000 people are estimated to have participated in preparedness discussions, drills, or exercises (among 149 Components and installations)
- ❑ ~130,618 people registered for AP! among 96 Components and installations



National Preparedness Month and AP! Sept 2015

What to expect for September's campaign:

- ☐ Deputy Secretary of Defense memorandum (Aug 15)
- ☐ President Obama National Preparedness Month Proclamation (1 Sept 15)
- ☐ Updates to the DoD Preparedness Campaigns website:
www.defense.gov/prepare
- ☐ Be Counted! DoD After Action Questionnaire is moving to the internet
 - We want your articles and pictures too!
- ☐ DoD Results Overview to DSD, White House, and public dissemination
- ☐ Letters of Recognition and award criteria being standardized



Spotlight: Fort Huachuca

Mr. Stephen McCann

Fort Huachuca Emergency Manager

520-533-0070

Stephen.mccann.civ@mail.mil



Fort Huachuca Emergency Management AP!

☐ **Broad overview of April AP! Activities**

- Weekly Themes
- Outreach
- Piggyback with other planned activities
- Community Involvement

☐ **Beneficial internal and external partnerships in these activities (FEMA regions, State/County EM, community schools, etc.)**

- FEMA Region IX (Ms. Heidi Stenner)
- American Red Cross (Ms. Nita Freeman)
- Concise County EM (Mr. Norman Sturm)
- Elementary School (Ms. Bonnie Austin)
- Pillowcase Project
- IMCOM Support (Mr. Charles Lenk)
- Post Leadership (MG Ashley)



Fort Huachuca Emergency Management AP! (cont.)

☐ **What about AP! is beneficial or important**

- AP! Provided an opportunity to demonstrate that Preparedness is a team effort
- An Opportunity to build alliances
 - The American Red Cross

☐ **How to make AP! their own**

- Branding / Focus
 - Ready Army Campaign
 - Be Informed
 - Make a Plan
 - Build A Kit
 - Get Involved

NSA Mechanicsburg / Philadelphia

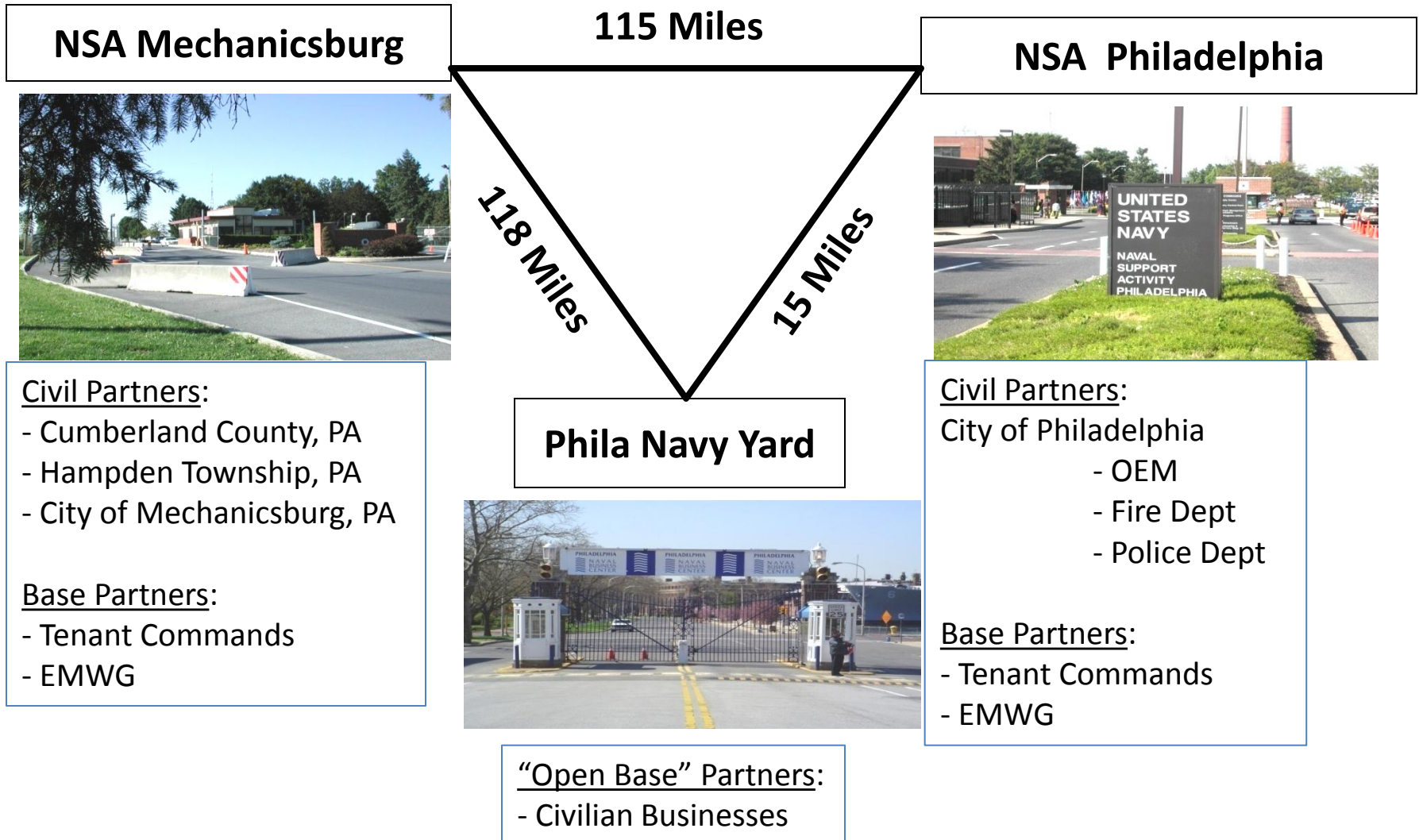


Sam Phillips
Emergency Management Officer

16 July 2015

NSA Mechanicsburg / Philadelphia

3 Installations and 10,000 people



NSA Mechanicsburg / Philadelphia

AP! Efforts

- Wide Area Alert Network “AtHoc” Alerts as part of HURREX 15
- “Giant Voice” Outdoor Notification tests (x2):
 - Using tornado siren signal
- Preparedness Themed “NSA Grams”
 - Family Preparedness
 - Pennsylvania Hazards
 - Shelter In Place
 - Severe Weather Safety
- Emergency Management Working Group (EMWG) (x3) participation
- Table Top Exercise
 - Incident Management Refresher
 - Continuity of Operations
 - Recovery Plan

Severe Weather Safety



Presented by the NSA Mechanicsburg / Philadelphia Preparedness Training Team



UNCLASSIFIED

Ready Resources

- **ReadyNavy** (Commander Navy Installations Command)
 - www.ready.navy.mil



- **ReadyPA** (Pennsylvania Emergency Management Agency)
 - www.readypa.org



- **Ready.GOV** (Federal Emergency Management Agency)
 - www.ready.gov



UNCLASSIFIED

19th Airlift Wing

Unrivaled Global Reach for America ... ALWAYS!



**Little Rock AFB
Emergency Manager
Mr. Jeff Sharpmack**

U.S. AIR FORCE

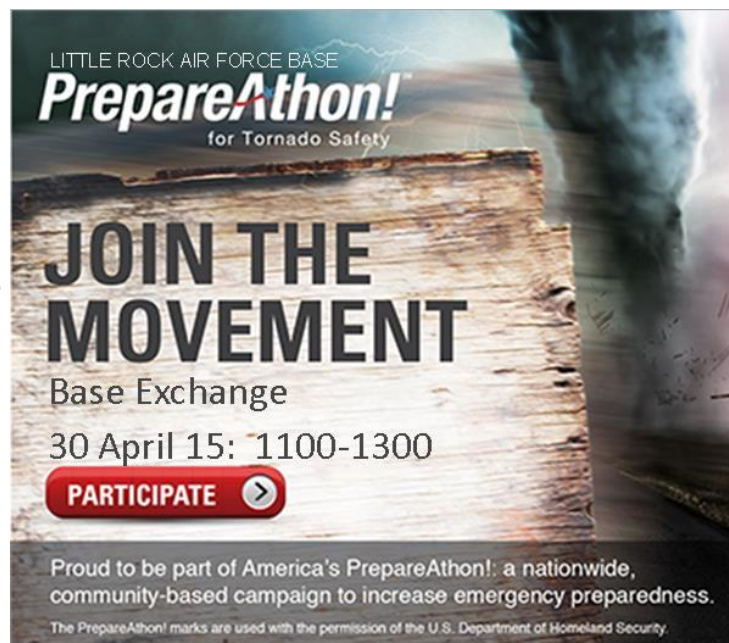
Mission – Airmen – Partners



Activities



- Taught classes and distributed kid friendly “Be Ready” products at the on-base CDC and Elementary school.
- Set up “Be Ready” booths at the Base Exchange, Community Center and Pharmacy. Booths displayed multiple disaster prep materials personnel could take home.
- Distributed FEMA pet preparedness brochures at the Vet clinic.
- Placed “Be Ready” table top tri-folds at Base DFAC and BX food court tables.
- Sent messages/vignettes out through the Base Facebook page. And published an article about Disaster Preparedness in base newspaper.
- Conducted briefings during Unit Commander’s Calls and Base housing meetings.
- Handed out “Be Ready” Guides at the Main Gate.





AP! Campaign



- **Made beneficial internal partnerships with CDC, Vet Clinic, Base Exchange.**
- **Missed opportunities by not partnering with some outside agencies. For example: Arkansas Museum of Discovery had activities going as well and even shared our Facebook message for their advertisement.**
- **Huge benefit with our on-base schools by issuing handouts that went home with the students for their parents to discuss with them.**
- **Continual preparedness is important due to constant rotation of personnel on an Air Base and the awareness of the certain natural disaster timelines.**
- **Used the AP! Campaign templates to promote LRAFB specific PrepareAthon events.**

AMERICA'S *PrepareAthon!*SM

America's PrepareAthon! contact information:

PrepareAthon@fema.dhs.gov

www.ready.gov/prepare

www.defense.gov/prepare

@PrepareAthon

#PrepareAthon